

DESIGN FOR WEB 2.0

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what [★]is web 2.0

“Web 2.0” is a term for second generation websites

Web 2.0 describes the trend in the use of World Wide Web technology and web design that aims to enhance creativity, information sharing, and, most notably, collaboration among users. These concepts have led to the development and evolution of web-based communities and hosted services, such as social-networking sites, wikis, blogs, and folksonomies. The term became notable after the first O'Reilly Media Web 2.0 conference in 2004

web 2.0 websites

- Google sites, particularly google calendar and google reader
- wufoo.com
- rememberthemilk.com

WUFOO.COM

THE GRAND TOUR

1. Forms
2. Notifications
3. Integration
4. Entries
5. Reports
6. Themes
7. Payments
8. Users

The Form Builder

This is where the magic begins. Our intuitive drag and drop form building interface allows anyone to create and manage their forms in just a few short minutes.



The screenshot displays the Wufoo Form Builder interface. At the top, there are navigation tabs for 'Forms', 'Reports', and 'Themes'. Below these, a breadcrumb trail shows 'Add a Field' > 'Field Settings' > 'Form Settings'. A yellow button labeled 'Click or Drag to Add a Field' is prominent. The main area is divided into two columns. The left column, titled 'Standard', contains various field types: 'ABC Single Line Text', 'Paragraph Text', 'Multiple Choice', 'Section Break', 'Number', 'Drop Down', and 'File Upload'. A 'Checkboxes' field is highlighted with a green box and a mouse cursor. The right column, titled 'Fancy Pants', contains more advanced field types: 'Name', 'Date', 'Time', 'Phone', 'Address', 'Web Site', 'Price', and 'Email'. On the far right, a preview of a 'Workshop Registration' form is shown, featuring fields for Name (Title, First, Last), Address (Street, Line 2), City, Postal/Zip Code, and Email. A 'Meal Preference' dropdown menu is set to 'Lemon Chicken'. A large green button at the bottom right of the interface says 'Try it for Free!'.

graphic design

- Establish goals first
- Choose format and page layout
- Choose typeface, typeface size and , spacing decisions
- Add and manipulate visuals
- Refine and fine-tune to perfection
- Design doesn't cost money, design makes money!

graphic design

- icons

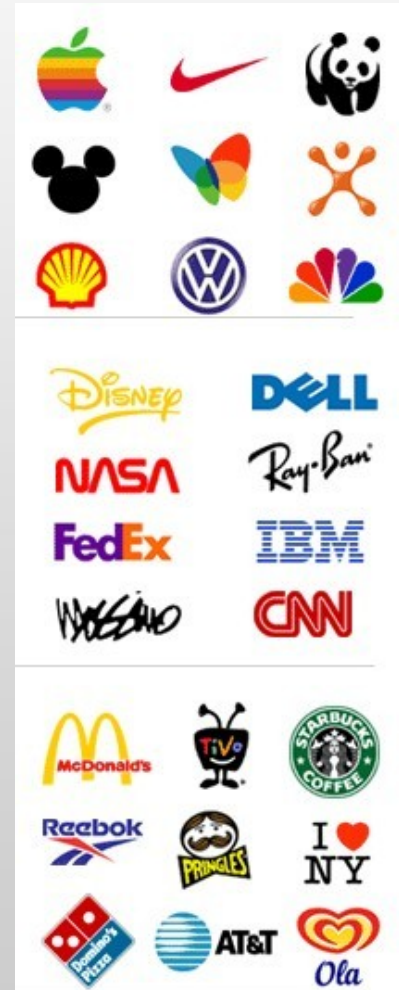


logos



Logo types

- Iconic
- Logo Type
- Combination of Icon and type



web design techniques

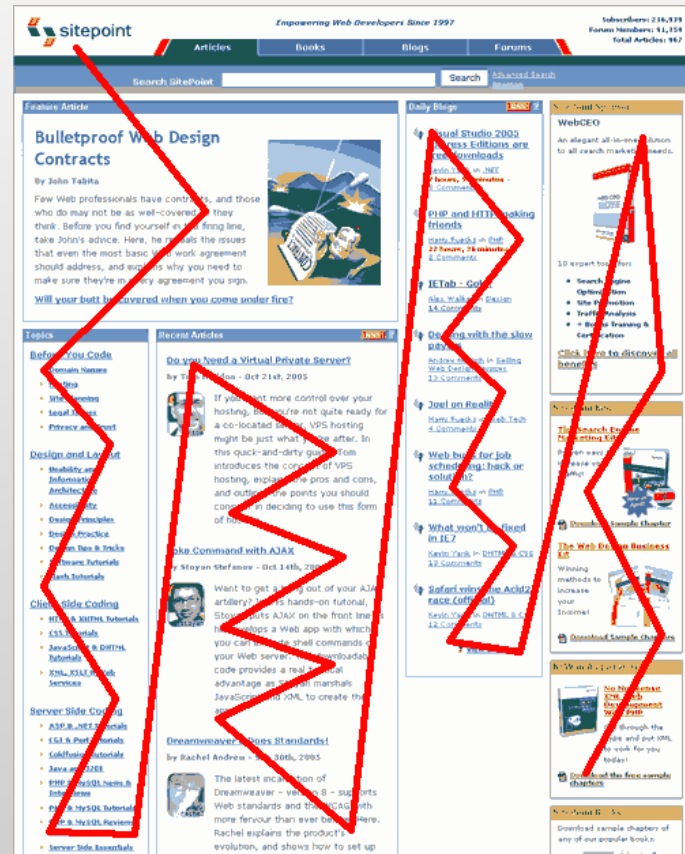
- Define your objective
- Know your audience
- Less is more
- Fast download and good navigation
- Simplicity
- Avoid new technology to a certain extent
- No frames
- Content is KING
- Apply usability techniques

interaction design

- The big banana principle
- Fitt's Law
- Copy as design
- UI widgets
- Users don't read, they scan

interaction design

How designers think
readers read web
pages



interaction design

How users really use the web

- We look for anything that is interesting, or vaguely resembles what we are looking for

The screenshot shows the SitePoint website interface. At the top, the SitePoint logo is on the left, and the tagline "Empowering Web Developers Since 1997" is in the center. On the right, statistics are displayed: "Subscribers: 216,939", "Forum Members: 41,154", and "Total Articles: 147". Below the header is a navigation bar with tabs for "Articles", "Books", "Blogs", and "Forums". A search bar is located below the navigation, with the text "Search site:point" and a "Search" button. The main content area is divided into several columns. The left column features a featured article titled "Bulletproof Web Design Contracts" by John Talbot, with a sub-headline "Few Web professionals have contracts, and those who do may not be as well-covered as they think". Below this are sections for "Topics" (listing categories like "Before You Code", "Design and Layout", "Client Side Coding", "Server Side Coding") and "Recent Articles" (listing articles like "Do you Need a Virtual Private Server?", "Take Command with AJAX", "Dreamweaver 8 Does Standards!"). The right column contains a "Daily Blog" section with articles like "Visual Studio 2005 Express Editions are free", "PHP and HTTP making friends", and "Tab - Gold!". There are also sections for "New and Updated" and "Download Sample Chapters". A red arrow points from the text "We look for anything that is interesting, or vaguely resembles what we are looking for" to the "Bulletproof Web Design Contracts" article.

Just enough ajax

Asynchronous javascript & XML

- Ajax adds interaction design through javascript and xml
- Increases usability
- JQuery, Spry (Adobe), Mootools, Prototype, Dojo Toolkit, Script.aculo.us , Yahoo UI library are AJAX frameworks

ajax samples

The screenshot displays a web-based calendar interface. At the top, there is a search bar labeled "Search Public Calendars" and a link "Show Search Options". The calendar grid shows the current date as "Thu 5/29" and the next day as "Fri, May 30, 4 - 5pm". A modal dialog box is open over the calendar, allowing the user to create a new event. The modal contains the following fields and options:

- Date:** Fri, May 30, 4 - 5pm
- What:** A text input field with the placeholder text "e.g., Breakfast at Tiffany's".
- Which Calendar:** A dropdown menu currently set to "Rey Mendoza, Jr".
- Buttons:** "Create Event" and "edit event details »".

The background calendar shows a list of events on the left sidebar, including "art bro via", "ent!", "ane ong -", "e videos", and "5:00pm meeting with Rommel Bundalian".



“Don't make me think!”

As much as possible, when you look at a webpage, It should be self evident. Obvious. Self Explanatory.

If the user has to extend or exert extra effort to complete a task, then you can still refine your efforts to make the task easier

Benefits of usability

- Increased productivity (for the user)
- Increased sales
- Increased customer satisfaction
- Reduced development time and costs
- Reduced maintenance cost
- Decreased training and support costs

which is a button?

They are all buttons. But experience tells us that the one which is bevelled is and will always be a button.

This is the power of conventions, similarly, a word with an underline will always look like a hyperlink to many users.

A grey rectangular button with a 3D bevel effect, giving it a raised appearance. The word "Results" is written in white, sans-serif font in the center.

Results

A flat, grey rectangular button with no 3D effect. The word "Results" is written in white, sans-serif font in the center.

Results

The word "Results" is written in a bold, black, sans-serif font. The entire word is underlined with a thick black horizontal line.

Results

Test For good navigation

- Site ID (site logo and tagline)
- Page name
- Sections and sub-sections (global navigation)
- Local navigation
- “You are here” indicators (breadcrumbs)
- Search

do a usability Test

- Make it simple that you do enough of it. Just do it.
- Testing one user is 100% better than testing none.

web accessibility

- practice of making Web pages on the Internet accessible to all users, especially those with disabilities.
- You cannot use something if you do not have access to it.
- Make your site accessible by following the web standards by w3c -
<http://www.w3.org/>
- Philippine Web Accessibility Group
<http://www.pwag.org>

accessibility Techniques

- Alt tags (image description)
- Use descriptive links. Use text that makes sense when read out of context. For example, avoid "click here."
- Long description (long desc)
- Access keys (keyboard shortcuts)
- Accessibility statement
- Check your work. Validate. Use tools, checklist, and guidelines at <http://www.w3.org/TR/WCAG>
- An accessible website is automatically a usable website

web standards

- They are actually recommendations and specifications by W3C to lead the World Wide Web to its full potential by developing protocols and guidelines that ensure long-term growth for the Web

RESOURCES

- Usability
 - Morae, an all digital usability testing software or Camtasia Studio – Techsmith.com
 - The Usability Professionals' Association <http://www.upassoc.org/>
 - Don't make me think - Steve Krug (book)
- Websites
 - <http://csszengarden.com/>
 - <http://www.sitepoint.com/>
 - <http://alistapart.com/>

RESOURCES

- The Web Standards Project (www.webstandards.org) is a fine place to stay on top of news, tutorials, and, if you feel so moved, community action in nearly every aspect of web standards.
- Eric Meyer has created many fantastic resources, including a few books on the topic: Eric Meyer on CSS (New Riders Publishing, 2002), Cascading Style Sheets: The Definitive Guide (O'Reilly & Associates, 2000), and Cascading Style Sheets 2.0 Programmer's Reference (The McGraw-Hill Companies, 2001). He also maintains a list of resources on his site, Meyerweb (www.meyerweb.com/eric/css/).

and Finally...

Galatians 6:7

- “ A man will reap exactly what he sows”
- You will not reap the benefits of any training if you don't put it into practice. Plan, but the essential word is “act”! Remember that **the great aim of education is not knowledge but ACTION.**

questions?

Download my presentation at

<http://www.reymendoza.com/graphicexpo/web2.zip>

Thank you! 

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